

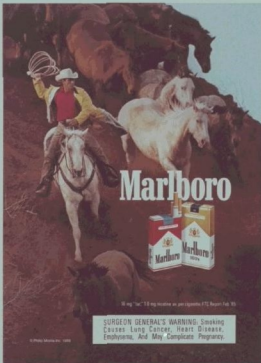
LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. 7058-A1-DOWHILL WRANGLER-Reg. No. 12306-Page-4/C-Blood-(5-5/8" x 7-3/4")-TV Guide, 1989

Printed in U.S.A.

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A cowboy on a white horse, wearing a yellow jacket and a cowboy hat, is herding a group of horses down a steep, reddish-brown hill. The scene is dynamic, with the horses in motion. In the foreground, a pack of Marlboro Lights cigarettes is prominently displayed, showing the red and white packaging. The Marlboro logo is overlaid in large white letters across the middle of the image.

Marlboro

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC Report Feb. 89

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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